

Public Relations News

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THE INTERNATIONAL PUBLIC RELATIONS WEEKLY FOR EXECUTIVES

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Dear Subscriber:

Public relations practitioners have not established their professionalism or the importance of their work in the eyes of the media, top management, and the general public -- and that failure is worldwide. A new and glaring example of this shortcoming has now appeared in Geneva, Switzerland. There, the Center for Education in International Management (Centre D'Etudes Industrielles) has announced a five-day seminar, to be held in November, on "The Social Responsibilities of the Multinational Corporation." (CEI, an educational institution established to contribute to improvement of management, is supported by European corporations.)

No group has done more than has the PR profession to call attention to the existence of social responsibilities. This publication has been reporting PR professionals' activities in that area since the weekly was founded 30 years ago and has observed countless social action programs which were guided as well as instigated by such practitioners. Yet the well regarded and presumably well informed Geneva organization includes not a single PR professional among its eight-member "faculty."

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In preparation for United Nations' International Women's Year 1975 (IWY), "prelude" luncheon conferences are being held in an as yet undetermined number of countries. One, held last week at UN headquarters in New York, was hosted by "UN We Believe." (The U.S.A. organization serves as "liaison" between UN and the U.S. business/labor community and stimulates awareness of the objectives and work of UN.) Attending were some 125 women executives of leading companies and other non-government groups which, it is expected, will give support to IWY.

UN Secretary-General Kurt Waldheim welcomed the guests, pointed out the importance of IWY and how the full potential of women -- 51% of the world's population -- "could not only be improved, but their large potential contribution be better utilized for the benefit of all". . . Need for womanpower to help solve the problems facing the world was emphasized by Ms. Helvi L. Sipila, Assistant Secretary-General for Social Development and Humanitarian Affairs at UN. In her address, she stated that women remain the most underdeveloped of all human resources. She averred that "hundreds of millions of the world's children are born to illiterate, uneducated, untrained mothers -- often in poor health -- who are still traditionally responsible for the upbringing of children." She maintained that population problems will not be solved until "women's reproductive behavior is governed by choice and not by change". . . Ambassador Barbara White, U.S. Permanent Mission to the UN, reported on the "dynamic IWY action programs" to be activated throughout the world in order to advance the status of women. . . Dr. Margaret Mead, Curator Emeritus, American Museum of Natural History, urged the media and opinion leaders to support the concept of IWY and warned that "a failure to give full recognition (and this means budgetary recognition, too) to IWY will be a failure on the part of the UN and its constituent governments to recognize the importance for the world of this change in women's role and status."

Have you analyzed how much of your public relations effort really been devoted to new products? Have you decided where to direct some of that time and money if it becomes released by a shortage of new products? Thoughtful PR practitioners are laying plans for such a change as a variety of factors converge to restrict markedly the introduction of new products. There are shortages of some key materials for fabrication or packaging. Borrowed funds, often needed for new product introduction, have become extremely expensive. Retailers with abnormally large and increasingly slow-to-move inventories will show greater resistance to stocking new items. Manufacturers are dropping their less profitable lines. And last, but not least, consumers -- beset by soaring prices, record-high payments on existing installment obligations, and increasing malaise about the security of their incomes -- are developing greater sales resistance.

What do? You can work harder to help move existing products, become better informed about the impact of social problems upon your organization, and look for ways to be of greater help to your top management.

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What is really a good course in press relations prefaces the "Media Fact-Book," prepared as a reference source for member agencies of the United Way of the Capital Area, Washington, D. C. Among other things, the introduction covers: value of good publicity, importance of common sense and honesty, organization ("tell your story over a long period of time... and build to a climax"), editors' needs, value of action in pictures, advisability of getting program copy to the appropriate TV and radio person and as far in advance as possible, and checking with the program, news, or public service director on audio visual materials used to illustrate your message. Sample releases for use with newspapers, radio, and TV are included.

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Unusual and adaptable ideas for annual reports are used by Waste Management, Inc. (WM), Oak Brook, Ill. (it provides waste disposal and/or recycling services in 28 U.S. states and two Canadian provinces). The 1973 report's inside front cover has a bottom pocket made by turning up a piece of the same stock. This was designed originally so that the three succeeding interim reports (distributed throughout the year to such publics as analysts, new shareholders, inquirers, etc.) could be inserted. WM's Public Relations Director Donald T. Shufflebotham explains that this has been of particular use during periods when frequent restatements of data are needed to reflect poolings-of-interests in connection with new acquisitions. . . It was also found that this was a convenient place in which to insert mailing cards for requesting copies of WM's Form 10-K reports. The cards are produced at the same time the annual report covers are printed and are made of what would otherwise be waste material. With two of them printed in conjunction with each cover, it is a simple matter to remove the "To our shareholders" salutation when the overturn impression is made, thus creating an extra supply for use on such occasions as meetings of analysts.

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PR HONORS: Top award in the annual Public Utilities Advertising Association competition, has been won by Peoples Gas Company, Chicago, for its 1973 Annual Report. . . Henry Werner, Editor, Dun's Bulletin, Dun & Bradstreet, NYC, is elected President, New York Business Communicators, NYC.

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FROM THE PR PLATFORM: George Hammond, Chmn., Carl Byoir & Associates, NYC, before Railroad PR Association, Colorado Springs, Co.: "The importance of public relations to the rail industry's future should be clear to even the most casual observer. Public opinion shapes political decisions, as you know, and your industry clearly needs a number of favorable political decisions.... In the light of your industry's known capital needs, it would be suicidal for the railroads to fail now to place their case before their key publics with urgency and cogency, in terms of what it means to them, and on a scale calculated to

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: C A S E S T U D Y No. 1454 :

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HOW ONE UNION
BUILDS PREFERENCE
FOR ITS PRODUCTS

A major aspect of trade union public relations efforts is to make the public conscious of union labels on goods. Nearly one hundred such symbols are in use; but none has gained wider recognition than that of the International Ladies' Garment Workers' Union (ILGWU), NYC, an affiliate of the AFL-CIO.

The original purpose of the labels was to promote purchase of union-made goods by members of other unions. But, beginning five years ago, the ILGWU label (it also serves as the organization's logo) was redesigned to feature the message, "Made in U.S.A." Publicity efforts were broadened so as to reach the general public as well as union members. Justification of this new emphasis, as advanced by ILGWU's John Denaro, Director of its Union Label Department, is that purchase of goods made by U.S.A. union labor is important to all U.S.A. citizens, since loss of jobs due to competition of foreign manufacturers adversely affects all American workers and therefore the entire American economy. It is, therefore, concludes the ILGWU hypothesis, to the advantage of all Americans to buy only American-made goods -- except where importation of such goods does not reduce American employment.

(There is, of course, the somewhat conflicting view that it is to the over-all good of the U.S.A. citizen to import goods which are produced more economically abroad because that provides other nations with the funds with which to buy more of those American goods which are superior to or less expensive than similar ones produced overseas or are available there. That long-debated matter has never been resolved to everyone's satisfaction.)

ILGWU's program to win recognition for its label, which is sewn into every piece of apparel made by ILGWU members, and promote purchase of items carrying it, uses many types of communication. Attention is given to union members, retailers, women's groups, school and college audiences, and people attending conventions and county fairs.

Dramatic messages have been used to project the "Buy American" theme by means of ads in the labor press, subway posters, leaflets, telecasts, and articles in such media as the N. Y. Daily News and Forecast For Home Economics (read by teachers). . . One message, for example, features the large-type, boldface heading, "Baseball -- The Great Un-American Game," and a photo of a first-baseman's glove marked "IMPORTED." Copy states that "most baseballs and baseball gloves we use aren't made in America anymore" but in "foreign countries at starvation wages," that "such imports are destroying the jobs of American workers," and that "the job you save may be your own." At the bottom is a picture of the ILGWU label and the injunction, "STOP IMPORTING UNEMPLOYMENT." A second shows an American flag which carries a label reading "MADE IN JAPAN." Copy reports that "Every year, Americans salute more and more American flags that weren't made in America." It urges: "Help yourself and help us by looking for the union label in everything you buy.... This label stands for the creativity of American design, the skill of American workmanship, the importance of American jobs."

Starting in 1960, mats were sent monthly to some 3,000 weekly newspapers. Copy, consisting of line drawings with explanatory messages, met with good reception. When a survey showed great popularity (e.g., use by 50% of the recipients), the material was made the basis for two 4x6-inch booklets with cartoon-type illustrations and copy. . . The first, "Your Money's Worth -- Consumer Tips to Economy," is 96 pages long and packed with sound advice about making the reader's dollar go farther, avoiding costly mistakes in in-

stallment buying, life insurance, family budgeting, and ways in which consumers have been bilked by unscrupulous operators. Each page carries the ILGWU label and that of a different union. The reader is urged to buy only women's and children's apparel with the ILGWU label and to use only the services of or goods made by members of the other union. . . A 128-page "What They Wore -- Highlights of Fashion History" traces and illustrates fashions "from fig-leaf to bustle to the most outlandish outfit of our time" and characterizes the ILGWU label as the "symbol of the battle.... against the product imported from sweatshops scattered in distant parts of the world". . . The booklets are promoted by notices in other ILGWU material which invite orders in amounts ranging from single copies to a gross. Such large-circulation magazines as Family Circle, Reader's Digest, Red Book, and Good Housekeeping have recommended both.

Fashion brochures in quantities from 50,000 to 800,000 and totaling nearly 5,000,000 have been distributed. Their ILGWU messages are much lower in pressure than those of the ads and booklets. Emphasis is given to the superiority of American fashions carrying the ILGWU label through such phrases as: "The label is your assurance that the garment is created by Americans for Americans in designs attuned to your lifestyles" and "The ILGWU label signifies the Creativity of American Design, Skill of American Workmanship, Importance of American Jobs". . . A representative brochure is 5½x8½-inches in size, runs to a dozen or so pages, and is smartly illustrated in the style of top-drawer fashion magazines. . . All convey useful information. "Be a Young Fashion Maker," for example, carries tips on how to be the "style leader of your class" by following good grooming rules. "The Long And Short Of It -- Dresses, That Is," carries Do's and Don't's for women of different types. (The upcoming "Cindy Goes Shopping With Mommy" will, however, be more like a coloring book than a fashion brochure). . . Distribution is provided by releases to fashion editors and ads on radio/TV and in magazines. Hundreds of retailers use them for personnel training and some 40 give them to customers.

Retailers are constantly reminded of ILGWU through ads in Women's Wear Daily and other trade papers and a direct mail campaign which goes to a list of 8,600 stores. ILGWU's own membership of 450,000 is reached regularly through its semi-monthly "Justice," edited by Leon Stein, ILGWU's Chief Information Officer.

In summing up the overall results of these efforts, Denaro proudly states that the ILGWU label, about one billion copies of which are used annually, is "the most widely known identification in American merchandising history."

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For your PR NEWS IDEA LIBRARY, write to: Michael Palbus, PR Mgr., Utility & Consumer Prods Group, Rockwell Int'l, 400 N. Lexington Ave., Pittsburgh, Pa. 15208, for "Guide to Plant Communications," booklet designed to accent the importance of continuing employee communication. . . Charles G. Rodman, Pres., Grand Union Co., 100 Broadway, Elmwood Park, N. J. 07407, for "Corporate Responsibility Report," explaining policies and activities to establish the chain as "a consumer-oriented" organization.

Sincerely,



Editor

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John W. Hill, Chairman, Policy Committee, Hill & Knowlton, Inc.

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"PR News provides up-to-date pertinent information and constructive ideas."

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"I want to express my gratitude to PR News for having introduced me to the rewarding opportunities of PR. It provides the truest insights into the practice, as well as the far-reaching potentials, of PR. Also it fosters the highest standards of professional PR performance and ethics by its editorials, short articles, and case histories."

Norman E. La Chotter, Public Affairs Assistant, Treasury Dept., U.S. Savings Bonds Division.

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Thomas G. Hogan, Thomas G. Hogan & Assoc.

"I've used up a lot of usable ideas from your Case Study on how to stimulate employee reporters for our company publication."

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John Martson, Michigan State U.

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Meet The Editor

DENNY GRISWOLD, Editor and Publisher, PR NEWS

Denny Griswold is regarded as one of the greatest PR authorities. That's why the PR NEWS editor is an "unseen guest" at hundreds of board of directors meetings where the information contained in PR NEWS guides management in making policy decisions, approving PR budgets, selecting PR personnel, establishing PR departments, etc.

As the pioneer publisher and editor in the field, Denny Griswold has for over 25 years been a key factor in opening management's eyes to the value of PR.

Prior to the founding of PR NEWS in 1944, the first independent source of authoritative PR information in the world, Denny Griswold was associated with such publishing successes as: Business Week, Forbes, and Condé Nast. In addition, there were years of PR experience with Edward L. Bernays and J. Walter Thompson Company.

Denny Griswold supervises an experienced staff and personally edits each weekly issue. PR NEWS, with over 25 years of experience behind it, has the contacts and the know-how to dig out the details of successful programs and bring them to its busy readers in such compact and easy-to-read form that each issue can be read in just 11 minutes — and be put to immediate practical use.

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